

## BASIC DETAILS:

<b>Subject:</b>	DISEÑO WEB		
<b>Id.:</b>	31453		
<b>Programme:</b>	GRADUADO EN PERIODISMO. PLAN 2013 (BOE 10/07/2013)		
<b>Module:</b>	PERIODISMO MULTIMEDIA		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	4	<b>Teaching period:</b>	Primer Cuatrimestre
<b>Credits:</b>	3	<b>Total hours:</b>	75
<b>Classroom activities:</b>	30	<b>Individual study:</b>	45
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	
<b>Lecturer:</b>		<b>Email:</b>	

## PRESENTATION:

In this course the knowledge and practice necessary to have a real and professional view of all the processes that exist around creating and publishing a website will be acquired. Learning will focus mainly on HTML, CSS and JavaScript, resources needed for creating websites from scratch or modifying sites are custom made by third parties or with any CMS.

However, creating and publishing a website is only the beginning. There are a lot of tasks and workload in areas such as media content optimization and search engine positioning, web analytics, social media.... and even more theoretically, they are also included in the subject contents.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Capacidad de análisis y síntesis
	G02	Resolución de problemas
	G03	Capacidad de organización y planificación
	G05	Uso de las tecnologías de la Información
	G07	Trabajo en equipo
	G09	Compromiso ético
	G12	Capacidad de generar nuevas ideas (creatividad)
<b>Specific programme competences</b>	E06	Capacidad y habilidad para comunicar en el lenguaje propio de cada uno de los medios de comunicación tradicionales (prensa, fotografía, radio, televisión), en sus modernas formas combinadas (multimedia) o nuevos soportes digitales (internet), mediante la hipertextualidad
	E08	Capacidad y habilidad para utilizar las tecnologías y técnicas informativas y comunicativas, en los distintos medios o sistemas mediáticos combinados e interactivos (multimedia)
	E09	Capacidad y habilidad para utilizar los sistemas y recursos informáticos y sus aplicaciones interactivas
	E12	Capacidad para la ideación, planificación y ejecución de proyectos informativos o comunicativos, desarrolladas a través de áreas temáticas, aplicando géneros y procedimientos periodísticos
	E26	Capacidad de desarrollar las distintas tareas periodísticas en un entorno de convergencia mediática, mediante la integración de formatos y la producción integral de contenidos comunicativos en un entorno digital
	E27	Conocimiento y aplicación de las técnicas de edición audiovisual, de diseño web y de las plataformas digitales aplicadas a cualquier tipo de mensaje periodístico a través de cualquier medio de comunicación
<b>Learning outcomes</b>	R01	Analizar y planificar el desarrollo de un sitio web.
	R02	Diseñar y publicar contenidos en Internet conforme a los estándares web profesionales.
	R03	Evaluar las necesidades de un sitio web y elegir las herramientas de trabajo adecuadas.
	R04	Modificar, actualizar y mantener el diseño y los contenidos de sitios web ya publicados.
	R05	Encontrar recursos para mantener una formación constante como profesional del Diseño Web.

## PRE-REQUISITES:

It is recommended have some knowledge of Photoshop or any image editing program.

## SUBJECT PROGRAMME:

Observations:

The sessions will be divided into:

**1. Theoretical sessions**

The teacher will introduce the subject, explain the theoretical concepts that will work. The student must acquire the technical vocabulary and become accustomed to functioning properly on web projects.

These sessions include lectures, presentations and audiovisual material.

**2. Practical Sessions**

Once the theoretical concepts have been raised, the student must work on their practices individually. To do this, they will have time in the classroom, with the teacher's help to solve the problems and concerns they may have, although what is intended with the practices is that the students themselves are able to solve problems independently.

**Coursework to do will be explained in the classroom and the criteria for evaluating them will be clearly explained.**

The planning of the course may be changed unexpectedly (group performance, availability of resources, changes in the academic calendar, etc.) and therefore should not be considered definitive and closed.

**Subject contents:**

<b>1 - Introduction to web design</b>
1.1 - World Wide Web
1.2 - Internet services
1.3 - Languages and formats
1.4 - Beyond design
1.5 - Job market
<b>2 - HTML</b>
2.1 - Introduction to HTML language
2.2 - Document structure
2.3 - Text format
2.4 - Lists
2.5 - Links
2.6 - Tables
2.7 - Frames
2.8 - Frames
<b>3 - Image production</b>
3.1 - Use of images on the web
3.2 - Graphic formats
3.3 - Image optimization
3.4 - Image maps
<b>4 - Style Sheets</b>
4.1 - Introduction to CSS
4.2 - Applications and practical use
4.3 - DIV and SPAN tags
4.4 - Selector, attribute and value
4.5 - Measurement units and values
4.6 - Design with CSS
4.7 - Bootstrap
<b>5 - JavaScript</b>
5.1 - Introduction to JavaScript
5.2 - Practical applications
5.3 - Form validation
5.4 - jQuery
5.5 - Applications and using Ajax
<b>6 - Multimedia</b>
6.1 - Multimedia and interactivity

6.2 - Animations
6.3 - Audio and Vídeo
6.4 - Flash and ActionScript
<b>7 - Usability and accessibility</b>
7.1 - Audience of website
7.2 - Navigation structures
7.3 - Sitemap
7.4 - Design and resolution
7.5 - Stantards
<b>8 - Web projects</b>
8.1 - Project planning
8.2 - Organization and distribution of tasks
8.3 - Domains and hosting
8.4 - Publication, administration and maintenance
8.5 - Security and e-commerce
8.6 - Legislation
<b>9 - Search engine optimization</b>
9.1 - SEO
9.2 - SEM
<b>10 - Web Analytics</b>
10.1 - Google Analytics
10.2 - Web analytics tools

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

The course consists of different methodologies that will take place during the semester:

**Theoretical or Lectures:** presentation by the teacher of theoretical content consisting subject, display examples and commentary on them.

**Practical classes:** practical exercises, by default, will have an individual character and can be solved in class or at the time of autonomous work to be made by the student, but would be solved in the classroom all those doubts and questions by the teacher or students arise. During the course will be held at least one job group (the teacher is responsible for creating groups).

**Final work:** the main job of the course will be the realization of a project to build a website that is individually developed and whose characteristics will be announced to students. This work will be carried out mainly as part of the autonomous student work and receive weekly attention from the teacher.

**Final exam:** a final written exam will be held to evaluate all the theoretical concepts introduced in the course.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	8
	Other theory activities	4
	Practical exercises	4
	Practical work, exercises, problem-solving etc.	4
	Coursework presentations	4
	Workshops	4
	Other practical activities	2
<b>Individual study</b>	Tutorials	2
	Individual coursework preparation	25

	Project work	10
	Research work	4
	Compulsory reading	4
	<b>Total hours:</b>	<b>75</b>

### ASSESSMENT SCHEME:

#### Calculation of final mark:

Written tests:	10 %
Individual coursework:	40 %
Group coursework:	10 %
Final exam:	40 %
<b>TOTAL</b>	<b>100 %</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

### BIBLIOGRAPHY AND DOCUMENTATION:

#### Basic bibliography:

Niederst Robbins, Jennifer. Web Design in a Nutshell. O'Reilly, 2006  
Meyer, Eric. Cascading Style Sheets: The definitive guide. O'Reilly, 2004

#### Recommended bibliography:

Morville, Piter y Rosenfeld, Louis. Information Architecture for the World Wide Web. O'Reilly, 2006

#### Recommended websites:

W3C	<a href="http://www.w3.org">http://www.w3.org</a>
W3Schools Online Web Tutorials	<a href="http://www.w3schools.com/">http://www.w3schools.com/</a>
Stack Overflow	<a href="http://stackoverflow.com/">http://stackoverflow.com/</a>
jQuery	<a href="https://jquery.com/">https://jquery.com/</a>

\* Guía Docente sujeta a modificaciones